

The DMA Awards 2009 Entry Form

REF: _____

OFFICE USE ONLY

Category Name and Number:

Client Company:

Campaign title:

Agency Team:

People and organisations who have contributed to the campaign.

Campaign conducted:

1:

Mailing quantity: (if applicable)

2:

Date Ad first shown: (TV Only)

3:

Clock No: (TV Only)

4:

Company entering:

5:

Address:

6:

7:

8:

9:

Postcode:

10:

Telephone number:

External organisation(s):

Fax number:

Email:

Entrant's Declaration

"I understand that the Awards Committee reserves the right to disqualify any entry which is in breach of the DMA Code or any other prevailing Code of Practice, or which has been entered into the wrong category. I understand the results will be audited at random. I understand that the information which I disclose in sections 12, 13 & 14 of this form is for the judges eyes only and it will remain confidential unless I indicate (by ticking the box on the back page) that it may be published. I understand that after the Awards Committee has announced the finalists the information given by me in sections 1 to 11 of this form may be used by the DMA or Royal Mail for showcasing best practice in direct marketing campaign development and execution."

Contact name:

Signature:

The **Client** must sign the declaration below. Entries will not be judged without this signed declaration.

Client's Declaration

"I declare that the information provided with this entry is accurate and that all results information truthfully reflects the actual results obtained from the entry submitted*. I also confirm that this entry complies with the DMA Code of Practice and any other prevailing Code of Practice."

Contact name:

Signature:

Job title:

Closing date: 3pm on Friday 11 September 2009

**The printed Entry Form and all supporting campaign materials must be sent to
DMA Awards Office, DMA House, 70 Margaret Street, London W1W 8SS**

REF:
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1. What is wonderful about this work?

The judges will refer to this page when they look at your work for the first time. **They will only look at the rest of your form if you can convince them, briefly, that your work excels in all three criteria – strategy, creativity and results.** So please fill it in carefully, to give your work the best chance of progressing to the next stage.

Strategy: (300 characters max)

Creativity: (300 characters max)

Results: (300 characters max)

2. DMA Awards Categories

There are 35 categories in all, split into 5 groups. please select your category carefully.

Please note: One form per entry

Category chosen:

3. Product or service being offered

For TV commercials please also provide a description of the ad

(500 characters max)

4. Campaign objectives

(500 characters max)

REF:
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5. Please summarise the main objectives of your entry

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Orders | <input type="checkbox"/> Trial | <input type="checkbox"/> Cross selling | <input type="checkbox"/> Brand Development |
| <input type="checkbox"/> Generate Enquiries | <input type="checkbox"/> List building | <input type="checkbox"/> Convert Enquiries | <input type="checkbox"/> Other |
| <input type="checkbox"/> Traffic | <input type="checkbox"/> Upgrade | <input type="checkbox"/> Leads | <input type="checkbox"/> Customer Loyalty |

6. Please also state:

Date campaign conducted: (month / year)

7. Please also provide:

The mailing quantity: (if applicable)

8. Strategy

a) Market / audience strategy:

What are the market/audience insights on which this campaign was built?

(1500 characters max)

b) Media strategy:

was your approach to targeting/media and what explains your media selection

(1500 characters max)

REF:
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c) Creative strategy:

What was your creative strategy?

(1500 characters max)

d) Other information:

Is there anything else about your strategic approach you would like to outline?

(1500 characters max)

9. Database / relationship marketing

If your campaign contributed in any way to a **database** or **relationship marketing programme**, use this action to indicate how the data was used and / or gathered to enhance customer or prospect relationships.

(750 characters max)

10. What makes this campaign's results award-winning?

This section applies to all categories. Indicate results using actual figures where possible. This information may be published if your entry is selected as a finalist. However, all information submitted in the Detailed Results section on page 5 will be kept confidential unless we receive your permission to publish it.

(750 characters max)

11. Please provide the URL address, where appropriate

REF:
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12. Detailed results information

Please complete this section as fully as possible. Judges require **actual results data** to evaluate the cost-effectiveness of your entry, which accounts for **one third** of the judging criteria in most categories. This information will be kept confidential unless we receive your permission to publish it. The judges look favourably on entries that give actual results rather than indexing.

You **MAY** publish the following results information if this entry is selected as a finalist.

		Actual Results	Additional Information
Direct Mail	COST PER RESPONSE		
Inserts	COST PER RESPONSE		
Press	COST PER RESPONSE		
Radio	COST PER RESPONSE		
TV	COST PER RESPONSE		
Telephone	COST PER CALL		
Other Media	COST PER RESPONSE		
Email	COST PER RESPONSE		
Online Advertising	COST PER RESPONSE		
Other Digital	COST PER RESPONSE		
Field Marketing	QUANTIFY RESULTS		

13. How were the full effects of the campaign measured?

Was the campaign evaluated against harder measures (for example lead generation, drive to channel, sales) and/or softer measures (for example increasing customer loyalty, building brand awareness and propensity to purchase).

(1500 characters max)

14. Overall cost-effectiveness

Complete as applicable to give judges an indication of the cost-effectiveness of your entry:

% conversion to lead/sale:

Cost per lead/ sale/appointment:

Any other measure of cost-effectiveness:

Any known impact on awareness and loyalty measures:

Any additional results information:

(750 characters max)